

MUSEMENTS

AMERICA'S FOREMOST THEATRES AND HITS UNDER THE DIRECTION OF SAM S. AND LEE SHUBERT, INC.

WINTER GARDEN

Today and Thursday Matinees Best Orchestra Seats \$1.00 and \$1.50.
NOW IN ITS SIXTH MONTH—STILL THE MUSICAL HIT OF THE TOWN.
THE WHIRL OF THE WORLD
Cast includes Bernard Granville, Lillian Lorraine, Ralph Herz, Howard Bros., Ward Bros., Moon & Morris, W. C. Kelly, May Poley, Juliette Lippe, Lucille Cavanaugh, others.
TODAY—GABY DESLYS
TONIGHT—GABY DESLYS
AND HARRY POLER
ILLINOIS AND WINTER GARDEN FAVORITES.

GRACE GEORGE

With Zelda Sears
Isabel Irving
Ferd. Gottschalk
Conway Booth
The Truth
Little Theatre
44th St. W. of
B'way.
Worth seeing because it is
true and amusing.
Mrs. W. C. Kelly, May Poley,
Juliette Lippe, Lucille Cavanaugh,
et al.
ON ACCOUNT OF LIMITED CAPACITY,
BUY YOUR SEATS EARLY.
All Seats, All Performances, \$2.00.

BOOTH

Theatre, 45th St. W. of B'way.
Evenings, 8:15. Matinees,
Thurs. (Pop.) and Sat., 2:15.
60TH TIME FRIDAY EVE.
PANTHEA
Play in four acts by Mouskettor Hoffa,
with
OLGA PETROVA as PANTHEA
GEORGE NASH as THE HARBON
MILTON SILL as THE COMPTON
AND OTHER EXCELLENT ARTISTS.
STAGED BY J. C. HUFFMAN.

HIPPODROME

4th Ave., 42d-44th St.
Direction Messrs. Shubert.
Twice Daily, 2:15
and 8:15 P. M. State
Best Seats, \$1.

PINAFORE

Scene Investiture and
Marine Accessories by
Arthur Voelgelin.
Production Staged by Wil-
liam J. Wilson.

KITTY MACKAY'S GOWNS

Mrs. Heerman Telis of Cos-
tumes of Fifty Years Ago.

"How many gowns did grandmother
have?"

This is a question that every "play of
a period" revives—and never answers.

Mrs. A. E. Heerman, general in com-
mand of a needle brigade of twelve de-
voted women, who are building four com-
plete outfits for William Elliott's quartet
of next season "Kitty MacKays," does not
undertake to reply in exact terms, but
she at least sheds a pleasant illumina-
tion into that mystery-land of our pres-
ent-day, much-begowned young woman.

"Grandmother was the immortal wom-
an," says Mrs. Heerman, "in that she
had as many gowns as possible—but a
great many reasons made it impossible
for her to have so very many."

"Fifty years ago the completion of a
fine gown was an event—now, it's just a
moment in the sum total of the feminine
day's work."

"The whole fundamental principle of
dressmaking has changed since those
days. Then a costume was made not
only for beauty, but for endurance.
Mothers still pass down their wedding
gowns—a sort of Grail of Romance—but
then mothers bequeathed other dresses,
more practical, to their daughters or
nieces for the immemorial 'making over.'
Nowadays she who keeps her clothes last
longest is the mode of December is abso-
lutely archaic in May. Archaic not only
in point of season, but in constructive
and ornamental style."

"The modistes and the designers who
need something to do are not solely re-
sponsible. The disappearance of class
distinctions has been more real in clothes
than anything else. It has resulted in a
cheapening of fabrics—so that the rest-
less ambition of the shopper to look like
the wife of a captain of industry has at
last, for the first time in the world's
history, come near to satisfaction. The
joke, in a way, is on the wife of the
captain of industry, for with the world-
wide production of cheap textiles she
can't tell whether she's getting reality or
an imitation for her large money."

"The question of duplicating the rich
old cloths of fifty or seventy-five years
ago is almost beyond any satisfactory
solution. Great ladies of the past had a
few wonderful gowns; and some of these
gowns, taken from smother trunks to
days, are startling in the solidity and in-
tegrity of their fabrics."

"The real-life woman is not greatly
bothered by the durability of her clothes,
because she doesn't wish them to endure.
The customer who essays the stately cos-
tume of the mid-Victorian period finds
that she can make gowns which at first
blush look like a procession at the old
Crystal Palace; but how will they stand
up to the arduous packings and travel-
ings of a whole theatrical season?"

"The question of establishing theatrical
looms, for the manufacture of genuine
textiles in the more expensive but really
good old-fashioned way, has been consid-
ered by the costumers of New York, and
may come to pass during the next year."

"The ephemeral nature of woman's
dress at the present day of course owes
much to the fact that the most of the
best actresses modestly followed the po-
lite modes, as decreed by the soberest of
modistes. Nowadays actresses—especially
those of Paris—vie with each other in
ringing a change on women's wearing ap-
parel, and the woman of histrionic note is
indeed a poor claimant to fashion if she
can't point to at least one novelty—gen-
erally useless, often oute and only occa-
sionally one of common sense—which she
has invented, or adapted from some
less famous person's invention—per-
haps from the suggestions of her hum-
ble and space busting press agent."

"Mr. Elliott is importing many of the
fabrics used in his coming production of
"Kitty MacKay" from Paris and London.
The costume plates have been completely
gone over, with the result that some
microscopic changes—toward absolute
correctness—will be made in the women's
garments as now worn. The second act of
"Kitty MacKay" laid in a fashionable Lon-
don home in the '60s, must be a model of
perfect fashion as decreed by the fashion
of that day."

JULIA DEAN.

Before sailing on Saturday for a hol-
iday in Bermuda Miss Julia Dean de-
sperately engaged to appear next season
in a new drama by Mr. George Broad-
hurst. With the exception of a broad-
lume, which she appears to prefer in a
great, the character assigned to Miss
Dean will be the only woman in the play.

THE CHARM OF ISABEL
(SHE COULDN'T SAY NO)
By SYDNEY HOSKINSON.
Case includes:
Marie Nordstrom, Isabelle Evenson, Flo-
rence Gerald, Albert Brown, Ned Sparks,
Pelle Kremla, etc.

COMEDY

Phone 5194 Bry. Evs. 8:20.
Matinees Tuesday,
Wednesday and Saturday, 2:20.
WILLIAM ELLIOTT Presents
KITTY MACKAY
The Comedy Triumph of the Year.
By Catherine Chisholm Cushing.
Tuesday Matinee—Popular Prices.

PLAYHOUSE

4th Ave. Phone 233 Bry. Evs. 8:20.
Mats. Wed. & Sat. 2:20. Wed. Mat. \$1.50.
WEDNESDAY MATINEE, 5:00, to \$1.50.
THE NEW AMERICAN COMEDY.
By Laurence Eyre.

TOO MANY COOKS

By (and with) FRANK CRAVEN.
39th St. Theatre. Phone 413 Bry.
Evs. 8:20. Mats. Wed. & Sat. 2:20.
Wed. Matinee Best Seats, \$1.50.
THE NEW AMERICAN COMEDY.

CORT

48th St. Just East of B'way. Tel. Bryant 44.
Most Beautiful Theatre in America.
Direction.....JOHN CORT
Evs. 8:20. Mats. Wed. & Sat. 2:20.
WEDNESDAY MATINEE, 5:00, to \$1.50.
OLIVER MOROSCO presents
LAURETTE TAYLOR
IN THE BIGGEST COMEDY HIT OF THE DECADE.
573d to 580th
TIMES
IN NEW YORK
OF THE TRIPLE
TRIUMPH.

PEGGY MY HEART

By J. HARTLEY MANNERS
MISS TAYLOR POSI-
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PEARS IN THE
CHARACTER
OF PEGGY AT EVERY
PERFORMANCE.

MUSIC HALL PROFITS

London Managers Admit Con-
siderable Anxiety for Future.

In noting the meeting of several man-
agers of the London music halls, "The
London Times" says:

"The occasion seems opportune for re-
viewing the conditions and prospects of
music hall finance in a general way. It
is necessary, perhaps, to introduce the
subject by recalling the fact that the Empire
continues to pay 20 per cent, the same as
for the last five years, although the di-
rectors complain that the result of the
year's working has not been satisfactory.
Exceptional prosperity appears to have
attended the Coliseum, which is conse-
quently able to raise its syndicate divid-
end to 25 per cent in cash, besides giving
a bonus of 100 per cent in shares, which
means increasing the capital by £4,000. A
few months ago the Palace declared 20
per cent, and a week or two ago the Pa-
vilion paid 5 per cent.

"As regards the Alhambra, although
there is no distribution for the shareholders,
the 'rare and refreshing fruit' of
future dividends may be now regarded as
a delectable possibility, and in no spirit
of irony we cherish a pious hope that it
will not, like some other rare and refresh-
ing fruit, turn to ashes in the mouth.
Had it not been for the necessity of
wiping out the debit balance of £5,760, a
good dividend could have been paid for
1913 out of the £16,000 of profit. Now that
this debt is got rid of, and that a step
has been taken toward wiping off the
cost of the recent alterations, the pros-
pects look distinctly favorable. Changes
in the executive and improvements in the
house have put the Alhambra once more
in the position of a competitor that has to
be reckoned with. The shareholders in
the Pavillion, at their recent meeting,
adopted a recommendation of their di-
rector that both stage and auditorium
should undergo reconstruction, so that
the hall might be better able to attract
audiences, and, having attracted them,
to find accommodation."

"The Tivoli Music Hall is also to be re-
built, the requirements of the London
County Council in connection with the
widening of the Strand having been taken
advantage of to bring the new premises
up to the standard of modern require-
ments. These changes seem to point to
something more than an actual need for
mere structural improvements; there is
behind them a spirit of unrest which,
while it indicates a desire for progress,
is also animated by a feeling of uncer-
tainty."

"The plain truth is that recent develop-
ments have put music hall enterprise
into the melting pot. The legalization of
stage plays, the temporary vogue of the
costly revue and the competition of the
picture shows have conspired to make
the present day life of a London music
hall manager one of considerable anxiety.
For the present, at all events, the provin-
cial halls are spared the middle item of
this triple influence. Few, if any, of the
provincial towns are privileged to witness
the first production of topical revues; the
majority are run, especially when con-
nected with a circuit, on much cheaper
lines, and although they are more quick-
ly affected by local industrial conditions
than are metropolitan houses, they are
not likely to be jeopardized by the peri-
od of costly productions. It may be accepted
as an axiom that busy times for trade, at
any rate in the great industrial centres,
are reflected in crowded theatres, halls
and picture palaces. London does not
necessarily come under the operation of
the same law at the same time or in the
same way, but sooner or later the pros-
perity of the people brings about a boom
in amusements everywhere, and it is an
inevitable corollary that a setback in
trade tends to smaller patronage and
diminished receipts."

"In dealing with London halls it must
not be forgotten that they are not all on
an equal footing. Some have licenses for
the sale of drink and others have not, and
this distinction in ordinary years makes a
considerable difference in the ratio of
profits to receipts. It is well known that
the possession of a license encourages a
certain class of custom and, when money
is plentiful, leads to the consumption of
high priced drinks and materially helps
to swell the revenue. The inequality of
treatment only alluded to here because
it is a factor which cannot possibly be
ignored in any comparison of London
halls. The favored houses, generally
speaking, have less to fear from the
vicissitudes of fashion to which the vic-
tims of the picture show, and especially mus-
ical entertainments, are always being sub-
jected."

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Maxine Elliott's

Theatre, 39th St.
Evs. 8:20. Mats. Wed. & Sat. 2:20.
TUESDAY, MAY 5, 8:20 P. M.
WILLIAM A. BRADY Presents
A NEW COMEDY.
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AN ORIENTAL FAIR

In aid of the
BUILDING FUND OF
BARNARD COLLEGE
Broadway, 116th to 119th Sts
On Saturday, May 9—2 to 12 P. M.
Admission by subscription.....25c
Round trip tickets.....75c

THE GREAT DIAMOND ROBBERY

with WALLACE FIDINGER—Chas. J. Ross
LITA PROCTOR OTIS—GAIL KANE—R. E. GRAHAM.
THE DISHONORED MEDAL
AN IMPASSIONED THRILLING STORY OF DESERT LOVE

ASTOR

THEATRE
LAUGHTER
HITCHCOCK
IN ALL HIS LIFE
RAYMOND
HITCHCOCK
Has Never Been
So Funny
As He Is In His
New Musical Comedy
"The Beauty
Shop"
by Channing
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SEATS ARE SELLING
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THE BEAUTY SHOP

by Channing
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C. J. Gebert.
SEATS ARE SELLING
8 WEEKS AHEAD.

THE MONEY MAKERS

For the leading male role in Charles
Klein's new play "The Money Makers,"
to be produced in New York in October,
Selwyn and Company have engaged Mr.
Emmett Corrigan, who is now playing in
"The Yellow Ticket" at the Eltinge The-
atre, and who will be remembered for his
fine performance of the leading role in the
"Governor's Lady," as well as many other
important parts. For the leading wom-
an's part in the same play, Miss Alexan-
dra Carlyle has been engaged.

DANCING INSTRUCTION.

DURYEA'S
47 West 72nd Street
THE DANCANTS
Saturday, 8 to 9:30. Admission \$1, with tea.
A printed description of a new dance
arranged and demonstrated by MR. OSCAR
DURYEA, given to those attending this Sat-
urday.

"Hesitation a la Duryea"

Tuition in the NEW DANCES, in class
or privately, at 47 West 72d St. and 355 and 357
West 18th St. Tel. 6212 Cal.

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FIFTH AVENUE & 28TH STREET.
One of the Best Appointed Hotels and
Restaurants in Town. Grand Foyer for Ladies
and Gentlemen newly added on Grand Floor.
Dancing from 8 to 9 in Italian Room.
800 Bedrooms, all with Bath.
Special Rates for Permanent Guests.
GEORGE H. NEWTON, Manager.
Formerly of Fifth Avenue Hotel.

MISS JOAN SAWYER'S PERSIAN GARDEN

B'way at 50th St. Afro Palace Phone 920
Entrance on 50th St. The Dance
Columbus.
Dancing Nightly by Miss Sawyer & Quentin Tod
at 11 P.M. Tel. 4-20-21

THE LAUGHING HIT OF THE CENTURY.

SEATS BY PHONE, BRYANT 1237 or 6418.
Evs. 25c to \$1.50. Daily Mats. 2:30-5c & 75c.
TO-DAY (SUN.) MAT. TO-NIGHT 2:30-5c & 75c.
Mae Murray & Clifton Webb. Belle Story.
Harry Fox & Yonost Dolly. Roberta Men-
ger. Tattle. Mabel & Max Ford. Wilma
Winter. Lyons & Tocco. 15 others.

TO-MORROW 24 ACTS

(MON.) MAT. 2:30-5c & 75c. 7:40-10c.
Red Slave of Niagara (Dra-
matic Sensation). Blossom
Seely. Belle Story. Ada
Overton Walker. Princess
Zalilah. Roberta Men-
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Ray & Ardine. Paul Morton
& Naomi Glaze. Mabel &
Max Ford. Fred. V. Bow-
ers & Co. Tim Sullivan's
Daughter. 12 others.

3 RING O'DEVELLE

Occasionally during the
performance
2 acts will be
presented si-
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HAMMERSTEIN'S

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44TH THEATRE

W. of B'way. Phone 7292 Bry. Evs. 8:20.
Lew Fields.....PROPRIETOR
Matinees Wednesday & Saturday at 2:
30.
MIDNIGHT GIRL
with GEORGE MACFARLANE.
Special Spring Prices: Ent. Balcony, 50c;
Mezzanine, \$1 and \$1.50.
Orchestra, \$1.50 and \$2.00.
Wednesday Matinee, 5:00, to \$1.50.

FOLIES MARIGNY

Top 44th St.
Theatre.
Every Eve. 11 to 12 P.M. Admission
Closing, inc. Sunday. Free.
Mae Murray (Dancing with Clifton Webb)
Jack Mason's Ensembles, with Lois Whit-
tly. Harry Carroll, Songs at Piano.

CASINO

B'way Evs. 8:15. Mats.
Wed. & Sat. 2:15.
39th St. (Pop.).
With Stella Mayhew and Tom Lewis.

6TH MONTH

Book and Lyrics by Otto Hauerbach.
Music by Rudolf Trim.
With Stella Mayhew and Tom Lewis.

THE MUSICAL JOLLITY.

Direction
WILLIAM A. BRADY. Evs. 8:20. East of
B'way.
Phone 178 Bryant. Evs. 8:20. Mats. 2:20.
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